

COLORAMA

Clara Dudley's

color-idea book

CLARA DUDLEY

Color-scheme Consultant for Alexander Smith & Sons Carpet Company

Dear Friend.

During my years at Alexander Smith it has been my pleasure to work out individual color schemes for hundreds and hundreds of women. But many women would like to work out their own, and need only a few simple rules to guide them. This book will provide those simple rules for those independent women.

Many women, I find, are living in drab, cheerless and colorless settings, and would love to improve them, but are afraid of the cost. This book will give those women an idea of how much livable beauty a modest money investment can buy.

I hope you will find here the help you are looking for. If, after reading it, you still feel you would prefer individual, professional help, fill in my Workshop Questionnaire enclosed with this book, and mail it to me.

Very cordially yours
Clara Dudley

285 Fifth Avenue, New York 16, New York



I find that the easiest and best way to work out a color scheme is to start with the rug. It's the most striking single piece of color or design in a room. And it's really the foundation of a whole room's decorative effect.

Successful color schemes start with the Rug

The different color schemes you can work out from any single rug or carpet are practically limitless. And with the choice you have today, you can find rugs and carpets in virtually any color, texture, or design you want as the base of a room's decoration.

You notice that I say "rugs and carpets." You doubtless know the difference. A carpet is laid wall-to-wall (*as above*). A rug is laid with a small margin of floor around it (*as below*). Whether you choose a rug or a carpet will depend partly upon the effect you want, and partly on your pocketbook. A carpet is the perfect base for decorating. A rug costs slightly less, because it uses fewer yards, and costs nothing for installation. Whichever you choose, the color or colors of your rug or carpet will be the base of your whole color scheme.

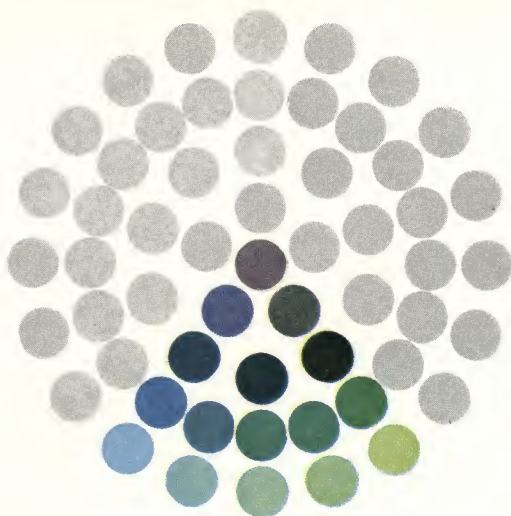


How to decorate from the rug up

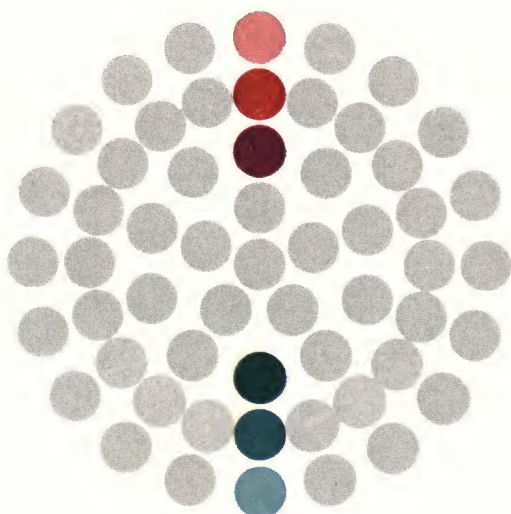
See the color wheel inside.

It is easy to use.





Blending colors are side-by-side on the color wheel. Look at these blue, blue-green, and green disks. See how they seem to melt into one another. They are *blending* colors. Look at other “side-by-side” disks on the color wheel opposite—green, greenish yellow, and yellow, for instance. They, too, are *blending* colors.



Contrasting colors are opposite one another on the color wheel. Look at red, and its opposite color, bluish-green. They are *contrasting* colors. Each makes the other look brighter, more intense. Even colors not directly opposite on the color wheel make each other look more vivid. Look at red and blue, for instance, or red and green, on the color wheel.



Tints and shades are simply light tones and dark tones of a color. A *tint* is a light tone. A *shade* is a dark tone. In planning a color scheme, you will probably use more tints and shades than pure, bright colors.



A greyed tone is a softened color, and may be light or dark. In planning a color scheme you will want to use more greyed tones than pure, bright colors.

This is a blending color scheme. It is based on the rug color—Alexander Smith's Cuban Green. It uses *blending* colors, from sharp yellow green to deep blue green, for drapery fabrics and walls. Different *tints* and *shades* of these same colors would have produced a quite different effect. Many other color schemes may be worked out with *blending* colors side-by-side green on the color wheel.

A blending color scheme is restful, unobtrusive. You will want to use greyed tints and shades of most colors. One color may be pure and bright.



This is a contrasting color scheme. It is based on the same rug color—Cuban green. It uses soft pink and deep rose, from the opposite side of the color wheel, for contrast. It could have used any tint or shade in either the orange or violet direction.

A contrasting color scheme is lively, brilliant. It may be disturbing if the colors are not carefully chosen. It is wise to use mostly greyed tones, with only one color pure and bright.

This is an accented color scheme. It is based on the same rug color—Cuban green. It uses side-by-side colors on the color wheel—yellow green and deeper olive green. It is *accented* with coral red, from the opposite side of the color wheel. An *accented* color scheme uses *blending* colors from one side of the color wheel, with an accent of *contrasting* color from the other side of the wheel.

An accented color scheme is livelier than a blending color scheme, and more restful than a contrasting color scheme. The blending colors may be greyed tints and shades, but the contrasting accent color should be pure and bright.







Blending color scheme from this broadloom uses side-by-side colors in the yellow direction on the color wheel. Another blending color scheme could have used side-by-side colors in the violet direction.

One 12 foot x 20 foot living room

One Alexander Smith broadloom—tone-on-tone

Three kinds of color schemes

Here I have worked out three different color schemes from one green tone-on-tone rug. You'll see how different each one looks from the other two. These three different treatments give you just a hint of the many effects you can work out from tone-on-tone rug or carpet. The carpet shown is Alexander Smith's Patrician broadloom #9009. To carpet this living room from wall to wall with Patrician would cost about \$330 east of the Mississippi, including installation. A broadloom rug would cost about \$250. Prices vary with locality.

Slipcovers for this furniture and draperies for this window require about 52 yards of 50" material. They would cost about \$78 if you used fabrics at \$1.50 a yard and made them yourself. How much more or less they might cost would depend on the price of the fabrics.

Contrasting color scheme (opposite), from bluish green tone-on-tone broadloom uses tints and shades of green, with rose from the opposite side of the color wheel. Reds from orangey tones to violet tones might have been used for contrast.

Accented color scheme (right), from this broadloom uses side-by-side shades of green from blue green to yellow green. Accent color is pure red, opposite blue green on the color wheel.





*A wealth of choice in pattern
and color when you base your
color scheme on an Alexander Smith*

Tone-on-tone rug or carpet



If you like a one-color effect on your floor, but prefer a patterned rug or carpet for its richness and practicality, choose a tone-on-tone design. In Alexander Smith Rugs and Carpets you'll find a wonderful choice of tone-on-tone patterns, in several Axminster qualities. The samples shown here give you a hint of the variety of pattern, the range of color.







Contrasting color scheme with blue from the rug background as the basic color, uses peachy pink from the same pattern for contrast. You'll find it on the opposite side of the color wheel.

The same 13 x 13 foot dining room

The same Alexander Smith Figured Rug

Three types of color schemes

You can hardly count the number of color schemes you can work out from one many-colored rug. You can use the background as the keynote of your color scheme. Or you can use any dominant color in the pattern. Here are just three color schemes I have worked out from one multicolor rug. You, with the help of the color wheel, can work out dozens more.

The lovely blue floral rug shown is an Alexander Smith Floor-Plan Rug—Series D #967. In the 12 foot by 12 foot size (one of many room sizes in Floor-Plan Rugs), it would cost about \$114 in most localities.

Using 50" fabrics, about 32 yards would slipcover these chairs and drape these windows. This would cost about \$48, if you used fabrics at \$1.50 a yard.

Blending color scheme (opposite), with peach from the rug pattern as the basic color, uses tints and shades side-by-side peach on the color wheel. Using the rug's background as the basic color, it could have used colors side-by-side blue.

Accented color scheme (right), with green from the pattern as the basic color, uses blending shades of yellow and blue-green, side-by-side green on the color wheel. Accent color is red, opposite blue-green on the color wheel.



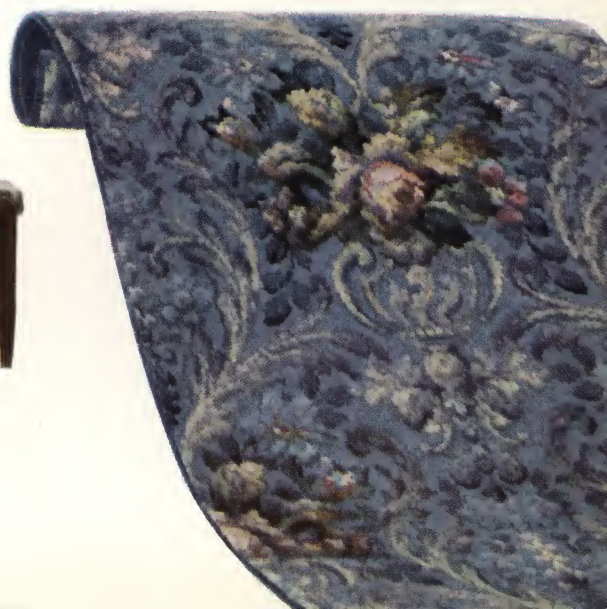
*a sample of the wide, wide
choice of pattern and color harmonies
you'll find in Alexander Smith*

Figured rugs and carpets



If you like the effect of a color-rich pattern on your floor, you'll find a handsome choice of color and design in Alexander Smith multicolor Axminsters. These samples show you only a few of the dozens of patterns and color-combinations. You may buy Alexander Smith multicolor Axminsters in many qualities. You may buy them in bordered rugs, in Floor-Plan Rugs (broadloom ready-made to fit many sizes of rooms), or in broadloom for cut-and-bound rugs or wall-to-wall carpet. Prices range from about \$55 for a 9 foot x 12 foot Floor-Plan Rug to about \$11 a square yard for a superb quality of broadloom.

These samples will give you an idea of the ample choice of patterns and colors in Alexander Smith multicolor Floor-Plan Rugs and broadloom carpets.







Contrasting color scheme, with the rug shade as the basic color, uses turquoise blue from the opposite side of the color wheel. It could have used pure green or yellowish green.

*A typical bedroom—15 feet x 15 feet
A single Alexander Smith Solid-Color Rug*

Three different effects...with color

These pictures give you a hint of the different effects you can get working from a single, solid-color carpet. Using the color wheel, you can work out many more.

For this bedroom, I used another broadloom carpet—an Alexander Smith twist-weave in the shade they call Rouge Mauve. To carpet this room with this quality would cost about \$250 without installation. A Floor-Plan Rug to fit this room would cost about \$140.

Slipcovers for all this furniture (including headboard cover, bedspread, and dust ruffle), used 28 yards of 50" fabric. Draperies required 28½ yards of 50" material. Using fabrics at \$1.50 a yard, slipcovers would cost around \$42, and draperies a little more.

Blending color scheme (opposite), built around the rosy mauve of the rug, uses tints and shades from pink to blue violet, side-by-side on the color wheel.

Accented color scheme (right), uses side-by-side colors on the opposite side of the color wheel from the rug—bluish green, green, and yellow. It could have used colors side-by-side the rug, with a contrast from the opposite side of the wheel.





Rouge Mauve



Platinum Beige



Gainsborough Blue



Cameo Rose

*All these shades to choose from
when you base your color scheme on
an Alexander Smith*

Solid-color rug or carpet



Opera Red



Aquamarine

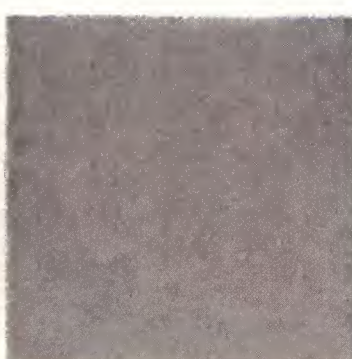
Lovely decorating colors
you'll find in Alexander Smith
finer plain broadloom
finer twist-weave broadloom



Carousel Green



Imperial Burgundy



Mountain Grey

*Wonderful, workable colors
you'll find in Alexander Smith
plain broadloom
twist-weave broadloom
twist-weave Floor-Plan Rugs*

If you like the velvety sweep of plain broadloom

Alexander Smith offers you three qualities, priced from about \$6.50 to about \$11 the square yard. You may have your plain broadloom cut and bound as a rug, or laid wall-to-wall.

If you like the texture and glow of twist-weave

Alexander Smith offers you twist-weave *broadloom* priced from about \$8 to about \$11.50 the square yard. Or, you may buy twist-weave in *Floor-Plan Rugs*—rugs ready-made to fit rooms of various sizes. Prices range from about \$9.50 for a 27 inch x 54 inch rug, to about \$240 for a 12 foot x 21 foot rug.

Surrey Peach



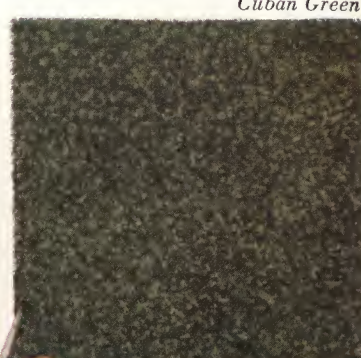
Tapestry Green



Boulevard Brown



Cuban Green



*Two rooms "married,"
two color schemes made one...
no trick at all
with Alexander Smith*

Narrow carpeting



*Contrasting Color Scheme in the hall,
Blending Color Scheme in the bedroom. I started
with Alexander Smith's Saxony Pattern #1593 and worked
out these two room-schemes from the carpeting.*



Accented Color Scheme in the living room, Blending Color Scheme in the dining room—but they live together in perfect harmony. I worked out both color schemes from this twist-weave in Aquatone.



Let's say you want adjoining rooms to look "all-one-piece." But let's say you'd like a different color scheme in each. The simplest way to get an all-one-piece effect is to carpet the rooms together. Then you can safely have *different* color schemes in the two rooms. They'll be sure to go together, for you'll work out each from the rug up.

I've used Alexander Smith narrow carpeting as the basis for the color schemes shown here. It comes in plain colors in both velvet and twist-weave, in tone-on-tone and multicolor designs. There is a narrow width to match every broadloom pattern, and there are patterns that come in narrow widths alone. The selection of patterns above gives you just a hint of the variety of color, texture, and design available to you in narrow carpeting by Alexander Smith.

*Alexander Smith Floor-Plan Rugs
let you base your color scheme
on a Broadloom Rug...ready-made*

The right size for your room

I can't be too emphatic about the importance of size in a rug. A rug that doesn't properly cover the floor gives a queer, unbalanced look to a whole room. A rug that *does* cover the floor gives a room a good, solid, firm foundation...of color, texture, design. Be sure your rug *fits* your room.

What is a good fit in a rug? In a small room, your rug should cover the floor to within a few inches of the wall. The margin of floor shouldn't be more than 12" wide. In a larger room, you may have a slightly wider margin of floor, but don't let it exceed 18" in any room.

Alexander Smith Floor-Plan Rugs are made to fit rooms of many sizes. They come in many shapes, in sizes up to 12 feet x 21 feet—proper for a 15 foot x 21 foot room. Unless your room is very large or oddly shaped, you can have the advantages of a custom-cut broadloom in a thrifty, ready-made rug.

Floor-Plan Rugs are available in twist-weave in 7 lovely solid colors, and in tone-on-tone and multicolor Axminsters. Prices range from \$69.50 to \$107.50 for the 9 foot x 12 foot size, depending on quality.

Alexander Smith Floor-Plan Rugs are economical because they come ready-made in the most wanted sizes—no special charges for cutting or binding, no labor charges for installation.

Your own favorite rug department will have a good selection of Floor-Plan Rugs. Be sure to take your room measurements with you, to insure a proper fit.

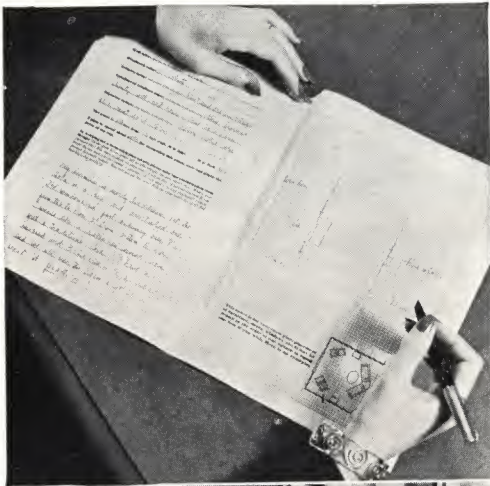


Wrong... The tiny rug gives a scattered, cluttered, top-heavy look to the whole room. It makes the room look small. It provides only one small island of warmth on a cold, bare floor.

Right... The Floor-Plan Rug, the right size to fit the room, gives the whole room unity, balance...a firm foundation of color and texture. It makes the room look larger, warmer, more inviting.



May I help you further?



I hope this booklet has given you the help you need. I hope that you now feel at home with color—able to use color in your own home with confidence and freedom.

If, as many women do, you still feel a little timid, I shall be glad to help you further.

This is what you do. Mail me the postage-free postcard you'll find inserted here. I'll send you my Workshop Questionnaire. Fill it in as completely as you can. Answer all the questions, and tell me all you can about the *kind* of room you want to have, and how much you feel you should spend.

This is how I work. When I receive your Workshop Questionnaire, I study it. I try to see your home exactly as it is, and as it could be. I note the colors you say you like. I pay particular attention to the amount you say you can afford to spend.

Then I work out a color scheme for you. I start with the rug. I work out your color scheme exactly as I have shown you in this booklet.

When I have worked out your color scheme, I go to my big bins of drapery and upholstery fabric samples. I pick out colors and patterns to carry out your color scheme, always remembering how much you can afford to spend.

Then I get out my cards of paint and wallpaper samples. I pick out the ones I think right for you.



When I have all your samples, one of my assistants makes up a portfolio for you. It looks like this.

Into your portfolio go the fabric samples I have chosen, with the samples of wallpaper or wall color. We put in a sample of your rug, too, so you can see how all the colors will go together in your room.

Then we mail your portfolio to you.

There is a nominal charge for this service. It will be refunded when you buy your Alexander Smith Rug.

How you use your portfolio. You take your portfolio to your favorite store. You use the fabric samples I have sent you as a guide. You may find fabrics and upholstered furniture in patterns or textures you prefer to the ones I have chosen. If they carry out the same color scheme, they will be safe to use.

You take your portfolio to your favorite wallpaper or paint department. You show the salesman your sample of wall-color. If he does not have the exact pattern of wallpaper, he will have one very like it. If he does not have the exact shade of paint, he will tell you how to mix the paint he has to get the same effect.

Then, when your room or rooms are color-schemed from the rug up, perhaps you will write me a letter. I really treasure the letters I receive daily, from women who have followed my color-schemes. And I should love to hear from you, to know how my color-plans work out for you.

Yours very sincerely,

Clara Dudley

Color-Scheme Consultant

Alexander Smith & Sons Carpet Company

Alexander Smith & Sons Carpet Company  285 Fifth Avenue, New York 16, New York